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Direct sales from page 1C

representatives of L'Aromo, said cne of the reasons direct soling is succeeding while other forms of retailing are strugging is that people appreciate the extra atten-tion they get. L'Arome International is a nanufacturer and marketer of personal care/health and nutri-tion products sold internationally through direct soling. Betty Dunbar said she believes direct solling has nowhere to go but up. "The onsumer is inter-ested in this," she said. "More and more companies are going to his approach.

ested in this," she said. "More and more companies are going to this approach. "In the 1995 and 2000s, the store will be coming to you. Peo-le just don't have the time to go out to be store. "Durbar said it's clear people are dissatisfied with the tradi-tional way of doing business, pointing to the growth of cable shopping channels. "We're just tapping to a market this's already there." "Ron Dunbar added that all the sidditional attention doesn't come with the expected additional price. People want and need the additional service, and may oven be willing to pay an additional price, but a big attraction in di-price seling is the customer gets product and additional service at

no additional price. This is possible, ho said, be-cause direct selling cuts out the middle man. "At each phase of regular retail, there's a markup," he said. Direct sellers get their products directly from the manu-facturer, elliminating the costs added on by the wholesale. What was once a job mainly for women with children looking for a sceond income is evolving into a full-time business for profession-al women, men and couples. Dunbar said direct selling mag-caines and trade shows all point to a diverse workforce of sellers. "What draws you to this is not your past, but your lifestyle." Laurent and Tracey Lee of Southfield started Safety for Tod-dlers, an independent affliate of Child Safety international, after the birth of daughter Lauren in April.

Also distribute the ture. Lee, who gult her job as a com-puter programmer after their child's birth, discovered the posi-tion at a trade show. Lee said although the relation-

ship between her company and Child Safety International is

slightly different from the typical direct selling relationship — Child Safety International doesn't necessarily manufacture all the products sold but helps all the products sold but helps agents contact manufacturers — many of the benefits are the same. "We're able to use the parent company'a name, which gives credibility," she said. Child Safe-ty International also provides manufacturer contacts, training.

Direct selling may have started as a way for housewives to get out of their homes and make a little extra money, but the industry is rapidly changing.

John Kiple, president of Lady Remington and a member of the national Direct Selling Associa-tions band of directors, sold the direct selling industry has contin-ued to expand while traditional retail growth has remained flat. April. Safety for Toddlers inspects houses for safety problems, selts and installs safety products and also distributes children's furni-

In 1991, direct sales were up 9.6 percent to \$12.9 billion in the U.S. while retail was "flat," he said. "That's just here, oversoos, the numbers are stoggering."

ongoing support in the form of product updates and networking opportunities.

Combatting overload

The Observer/ THURSDAY, OCTOBER 15, 1992

The parent company also es-tablishes territories so individual agents don't atep on each other's toes, she said. "There is a need for this type of business (direct sell-ing)," she said.

"You go into a store today and you're overloaded. The amount and variety of products is aston-ishing, and there aren't enough employees to help with ques-tions."

tions." In direct selling, answering questions is a key part of the package. It's particularly import-ant for products and services that aren't necessarily self-explanatory or when many manufacturers pro-

vide similar products. People with young children are often surprised at the range of child sefety products available, she said. The direct seller can help the consumer wade through. the products, decide which ones are really needed and how they, are used. "You don't get that when you. walk in a store and find a bunch of things on shelves," she seid.

Direct selling is more than just a second income

more. It's no secret that there are more two-income families than ever before and it just isn't easy for people to find the time to go shopping. Society, he said, is changing. Not only are there people who don't have time to shop, but there are people who don't like to shop.

are people who don't like to shop. To reach those people who spend more times in their homes, manufacturers need to change their approach. Direct selling and cable shopping networks seem to be the the wave of the future.

The direct sales representative is also changing. Once dominated

by women trying to bring a little extra income into the home, to-day's direct sales representatives include men and couples, he said.

Many direct selling representa-tives devote themselves entirely to the career, he sold, and some generate incomes in six figures.

"I think there are a couple of reasons for this," he said. "(With the economy) people are unsure of their future right now."

As a self-employed direct sales representative, people feel more in control of their lives, he said. "They are directly affected by working harder."

"We (at Lady Remington) had our fourth beat year ever," Kiple said. Lady Remington specializes in in-home jewely and accessory fashion shows geared to the active woman with little time to shop. But direct selling isn't just jewelry and housewares anymore. Whether the direct selling strate-tion parties or one one-on-one cales, direct selling is strate-one cater de mainly to women to one that is broadening its scope. Part of the reason, he speculat-ed, is that people just don't have the time to go out and shop any-

Cadillac powertrain features new 'limp-home' capability

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The all-new Cadillac Northstar powertrain features a 'limp-home' mode that keeps the engine opera-ting even without vital engine

immediately, then little damage may occur, but usually the motor-its is left stranded until the cool-ing system is repaired and addi-tional coolant is added. If the engine is driven with low coolant, or an absence of coolant, it could result in failure and the engine is going to require and coverhaul or replacement. The Northetar engine is de-signed to reduce the chance of en-signed to reduce the chance of en-the structure to a hot-stop engine mes-seg illuminated on the instru-

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control system. A temperature sensor in the en-gine's cylinder head constantly monitors the cylinder head tem-

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